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ABSTRACT

This report summarizes results of a 1984 study of the lifestyles, values, buying behavior, and media habits of the Hispanic American market. First, a number of shifts in U.S. political, social, and economic life (since 1981, when the first study of this type was conducted) which are changing the orientation of Hispanics are discussed. These shifts include a weakening in the role of the Federal government, a severe economic recession, the emergence of new social values, and the increasing prominence of Central and South America in the daily news. Demographic data from the 1984 survey are then contrasted with similar statistics collected in 1981. Areas discussed include the age profile, educational level, occupational status, and annual family income of the Hispanic American population. Household size and presence of children in Hispanic households also are mentioned. The following section is concerned with Hispanics as consumers. Social values of lower middle class Hispanics (especially belief in individual effort, commitment to educational mobility, and little political or labor activism), as well as slowly changing values regarding the social role of women, are highlighted. Finally, increased cultural commitment and group unity among Hispanics of different national origins is described. The report's appendix provides tabular statistical data that were collected in the 1981 and 1984 surveys and upon which the foregoing discussion is based. A section on survey methodology (describing sampling procedures, the questionnaire, field procedures, and data analysis) also is included. (GC)

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ED249329

SPANISH USA 1984

A STUDY OF THE HISPANIC MARKET

by

YANKELOVICH, SKELLY & WHITE, INC.

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YSW SPANISH USA, 1984

A Study By
YANKELOVICH, SKELLY & WHITE
Commissioned by
THE SIN TELEVISION NETWORK
and the Following Affiliates:

WXTV, New York
KMEX-TV, Los Angeles
WLTV, Miami
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KOA7, Santa Maria/San Luis Obispo, Ca.
SIN-TV-DFW, Dallas/Ft. Worth
K45AK, Houston

YSW

Yankelovich, Skelly and White, Inc.

Dear Reader:

In 1981, we were given the opportunity to conduct a major study of the lifestyles, values, buying behavior and media habits of the Hispanic American market. That study was summarized in a published report which apparently filled a real need; demand for copies among the marketing and advertising communities was the highest in our firm's 25 year history. We were gratified to be asked to repeat that study in 1984. The social, political and economic climate had shifted in the intervening years, with particular impact on the Hispanic American community, making the second study a significant update of the characteristics of this important market segment.

This report summarizes the 1984 study findings about Hispanic America, and highlights changes since 1981.

We trust that our colleagues in marketing and advertising will find it to be at least as useful as the first study, which had aroused such unprecedented interest.

Sincerely yours,

Daniel Yankelovich

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A Brief Look Back at 1981

Our 1981 research revealed that the 15 million Hispanics living in the United States were, in fact, a separate, identifiable market. Tied to their ethnic traditions and to the Spanish language, Hispanics regarded themselves as a unique subculture—more Hispanic than American or with equal links to the United States and to their native lands. As consumers, Hispanics were more responsive to new market entries (products, stores, services), more oriented to big national brands than other Americans, and were markedly aware of their combined market power. The almost universal commitment to the Spanish language as the keystone for maintaining ethnic identity was reflected in the widespread use of Spanish-language media, particularly television, even though English media were credited with technical superiority.

Like other immigrant groups before them, Hispanics were committed to upward mobility, to acquiring material possessions—in other words, to pursuing the "American dream." And, reflecting the spread of new values during the 1960's and 1970's among American society at large, Hispanics also were supportive of goals which emphasized *personal* development and expression, over and above material success; for example, Hispanics were committed to such self-involved values as physical fitness and the enhancement of personal attractiveness.

While Spanish-USA is not homogeneous, the differences among Puerto Ricans, Cubans, Mexicans and other Hispanics were found to revolve around migration history and the strength of the emotional ties to the homeland. Differences blurred when consumer behavior and media usage patterns were at issue. Thus, it was concluded, the marketer could consider all Hispanics in aggregate as a consumer segment.

SHIFTS IN THE SOCIAL CLIMATE, 1981-1984

In the three years between the studies (1981-1984), a number of major shifts in the political, social and economic life of the United States have taken place which are changing the orientation of Hispanics—as we have noted changes among Americans at large. To cite some of the shifts:

A Change in the Role of Government

There has been a gradual, but real, weakening of the role of the federal government—in fact, of government in general—in the social policy arena. The 1960's and 1970's were decades when American society was strongly committed to pursuing a *social* agenda, e.g., environmental protection, consumer protection, civil rights, equalizing opportunity and access for all, spreading and improving education and medical care delivery. But by the late 1970's, United States society grew far more selective about social policy, narrowing the areas for effort and commitment. And, derivatively, support for reducing the role of government grew rapidly. Instead, personal responsibility for one's own welfare emerged as the avenue of the 1980's, and the public exhorted government to support (rather than contain) business in order to insure economic growth, and jobs.

A Severe Economic Recession

The recession which began in earnest in late 1980 was an overarching element during part of the period between 1981 and 1984, directly affecting income and employment opportunities, but also influencing goals and values. The widespread belief that future economic horizons for the United States were unlimited and easy to realize (noted in the early 1960's), had spurred the social agenda of the 1960's and 1970's. That belief was being seriously shaken in the late 1970's.

Among the public, earning a living, getting and holding a job became foreground issues, rather than "givens" from which one could go on to address social and personal objectives.

New Social Themes Emerge

A new set of social values[1] began to crystallize in the early 1980's: a fusion of the new economic focus with more contained but still vital "focus-on-self" values of the 1960's and 1970's. Themes such as the following were being articulated among all elements of the society:

- ...*A new realism* Acceptance of the idea that one cannot be/have/do everything and that, while this sense of limits need not be tragic, new types and levels of effort are required to meet the new social and economic goal.
- ...*Cost-effectiveness—the new critical criterion* Actions, purchases and decisions increasingly were being assessed on the basis of the costs (in time and effort as well as money) required. Ideological reasons for an action were no longer sufficient, nor was habit, a sense of comfort, etc.
- ...*Increasing reliance on personal efforts, individual actions, merit* The focus-on-self values of the 1960's/1970's were based on the assumption of economic "entitlements," growing out of affluence, which permitted attention to inner life and needs and to feelings of well-being. In the early 1980's, the *self* (rather than groups or institutions) continued as a focus. Faith in the self to master the more difficult economic conditions became the issue, in a generally more competitive society.
- ...*Commitment to strategic thinking; pragmatism* Merit/winning was seen, increasingly, as the result of strategic, pragmatic thinking—not as the outcome of embracing ideological, moralistic positions.

Central/South America Became Big News

Directly relevant to Hispanic Americans, the years between 1981-1984 saw South and Central America (and Cuba) become dominant elements in the daily news, highlighted by troubled economic conditions in Mexico and in South America.

While a three-year span is rather short for anticipating major changes in attitudes and behavior, enough has occurred since 1981 to warrant updating the earlier report. The 1984 findings for all Hispanics, in aggregate, are presented in the following sections.

Age

The Hispanic market is younger, with a median age of 23 years, according to the 1980 Census, versus 31 years for the non-Hispanics.

Educational Level

The percentage of Hispanics who are college graduates has more than doubled since 1981 (from 3% to 7%). The percentage with some college has also gone up, from 12% to 15%. But the ratio of those with one to three years of high school has declined consider-

[1] YSW's multisponsored tracking studies: Monitor, Corporate Priorities, Work Values Signal.

ably, and there is relatively no change in those who have attended eight grades or less, and those who are high school graduates.

	Hispanics		Total U.S.
	1981	1984	1984
8th Grade or Less	31%	30%	13%
1–3 Years High School	30	23	17
High School Graduate	24	25	37
Some College	12	15	17
College Graduate +	3	7	16

Occupational Status

There has been little change during the three years, however, the percentage of Hispanics who are employed part-time is up significantly and the rate of retirement is somewhat lower.

	Hispanics		Total U.S.
	1981	1984	1984
Full-Time	47%	46%	54%
Part-Time	5	7	9
Unemployed	8	10	5
Homemaker	23	22	19
Student	8	8	5
Retired	9	7	8

Annual Family Income

Hispanic families earning $20,000 or more have increased, from 28% to 36%. Those in the $10,000—$19,999 bracket are about the same, but the Under $10,000 percentage has declined substantially. Average Hispanic income has grown from $15,900 to $17,800.

	Hispanics		Total U.S.
	1981	1984	1984
Under $10,000	38%	32%	24%
$10,000-19,999	34	32	26
$20,000 +	28	36	50
Average:	$15,900	$17,800	$25,500

Household Size

Hispanic households are noticeably larger than the U.S. average, with 32% having five or more members; only 12% of the general population has families that large.

No. of Members	Hispanics	Total U.S.
1	10%	23%
2	17	31
3	19	18
4	22	16
5 +	32	12

Household Size—Trends

In three years, the size of the Hispanic household, like the size of the general population household, has become somewhat smaller, but the average Hispanic household still has 37% more family members.

	Persons Per Household	
	Hispanics	Total U.S.
1981	4.0	2.8
1984	3.7	2.7

Presence of Children

Seven of ten Hispanic households have children, versus four of ten for the general population.

	Hispanics	Total U.S.
Have Children Under 21 years	69%	42%

HISPANICS AS CONSUMERS

A Cost-Effectiveness Orientation

Concern with getting value, i.e.: quality for the price, is a widespread (almost universal) focus of Hispanic consumers. About 8 out of 10 Hispanics report paying serious attention to insuring that they get quality commensurate with price. This level is unchanged since 1981, and is higher than for Americans as whole (at the 65% level).

"I'm paying more attention to how long a product lasts, in relation to its price."		Hispanics	U.S.
	1981	80%	65%
	1984	78	65

Commitment/Loyalty to National Brands

Faith in the quality of big national brands (as opposed to store brands, for example) is more marked among Hispanics, as is continuing loyalty to the brand of choice. This pattern remains unchanged since 1981.

"The biggest, most popular brands are the best."		Hispanics	U.S.
	1981	39%	22%
	1984	38	23

"Once I find a brand I like, I stick with it."		Hispanics	U.S.
	1981	82%	57%
	1984	82	63

Assumption of Personal "Consumerism" Responsibility

Like other Americans, a preponderant proportion of Hispanics (68%) demonstrate the new commitment to taking *personal* action by their heightened interest in taking some kind of action on their own if they are dissatisfied with a product, as opposed to, for instance, ignoring the situation, or looking to government to act as watchdog for them.

Signs That Consumer Responsiveness Is Moderating

The 1984 data suggest that Hispanics are becoming generally less responsive to "the new" (for its own sake) in products and stores. There is less receptivity to "the new" now than in 1981. Apparently, along with other Americans, Hispanics are now more focused on coping with and winning in the more limited economic climate.

Nonetheless, Hispanics are still more open as consumers than Americans as a whole. One exception is noteworthy: Hispanics are now relatively less open than other Americans to the new in luxuries such as vacation destinations.

Controlling Food Costs—A Continuing Fact of Life

One of the most interesting phenomena emergent from YSW's fourteen years of consumer tracking research[1] has been the evidence that, given any sign of economic troubles, Americans immediately move to control their expenditures on food for home consumption. In 1974, for example, when a mild recession followed the OPEC embargo of October 1973—the primary cost containment action reported was cutbacks in spending at the supermarket. And, this lid on spending continued, more or less, through the 1970's and into the 1980's, with high proportions reporting serious efforts to contain food spending. In 1984, there is evidence of slightly reduced diligence in keeping a lid on food costs. Apparently, being strategic and pragmatic as a consumer means that devoting too much time to saving pennies on food—where costs are already generally under control—may well be seen as an unproductive way to spend time and energy. Hispanics are very much in line with other Americans in this respect.

SOCIAL VALUES AMONG HISPANICS, 1984

New values and beliefs emerging in 1984 among United States population. While many Hispanics are college educated, in good jobs and with above average earnings, the economic indices for Hispanics in aggregate continue to show a gap in earnings and standard of living. Therefore, it may be useful, as a frame of reference, to present the insights emergent from YSW's 1984 social values tracking research[1] about the new social values among the lower middle class.

Among the roughly 20% of the population who are somewhat disadvantaged in education, and who therefore are in lower-paying jobs—the 1984 data show:

- . . . A renewed commitment to trying to move up the socio-economic ladder via *individual* effort.
- —A rejection of economic benefits and opportunities that are not based on merit.
- . . . Realism about what can be achieved—given their competitive liabilities—and about the level of effort that must be expended.
- . . . Renewed emphasis on education as the road to upward mobility.
- . . . Focus on the future, rather than living for today.

All in all, there is a sense of seriousness of purpose and of commitment to sustained individual effort. In contrast, there are not signs of moves to anti-establishment political action, nor of heightened commitment to organized confrontations of employers. This lower-middle class segment is, if anything, more demanding on the educational system to maintain standards and rigor, so that any degrees attained will be meaningful and indicative of achievement.

The values and beliefs of Hispanics are shifting in lockstep with the general population. Hispanics, even more than Americans in general, are conscious that the economic realities of the 1980's have introduced hurdles which make getting ahead more difficult. More than in 1981, Hispanics are moving to curtail time and money spent in pursuit of new experiences, of excitement and sensationalism. (We have already seen evidence of efforts among Hispanics to temper their general responsiveness as consumers.)

Hispanics are also beginning to pull back a bit in their focus-on-self commitments, e.g., to fitness programs and even to physical enhancement. But, living day by day in a self-denying mode appears to generate the need for occasional "shots in the arm." More than in 1981, Hispanics report that they need the kind of lift that occasional spending for intangibles and pleasures can provide.

Hispanics continue to hold more traditional views about sex roles—but there are early signs of an increasing scope for women. One of the factors that contains Hispanic household income (relative to the population at large) is the lower proportion of Hispanic homemakers who work outside the home. Clearly, the presence of several young children (Hispanics have children more than other Americans) is one deterrent to women entering the labor force. Also a factor, is the evidence that among Hispanics—more than among other Americans—the definition of masculinity itself is based on being the breadwinner. Over half of Hispanics define masculinity in this way, compared to 1 in 3 among the population at large—and these statistics are the same in 1984 as in 1981.

Having a working wife, therefore, appears to be a violation of basic sex roles in the thinking of Hispanics, more so than among all Americans at this time. (It was, however, only about fifteen years ago that Americans in general reported the same ideas about the roles of men and women respectively that Hispanics are articulating today.)

While the idea of "choice without penalty" for women is still relatively undeveloped among Hispanics, the 1984 evidence does suggest the gradual assumption of more aggressive roles by Hispanic women, in, for example, influencing big ticket purchases. It may be that modifications in sex roles among the Hispanic community will take place first within the family, and then be noted in the employment arena.

[1] YSW's Monitor, begun in 1970.

[1] YSW's Monitor, Work Values Signal.

CULTURAL COMMITMENTS AMONG HISPANICS

There is a precondition for strong ties to country of origin.

Of Hispanic adults aged 16 years or more, only 1 in 3 were born in the United States. Another 20%, while immigrants, have been in the United States for as long as 20 years. Thus, almost half (44%) are immigrants who arrived more recently than 20 years ago—24% as recently as within the past 10 years.

Hispanics are not homogeneous in their national origins.

Mexicans dominate—60% of Hispanics being of Mexican origin. Puerto Ricans represent about 15%, Cubans 5% and about 20% of Hispanic Americans are rooted in a wide range of other countries: e.g., El Salvador, Guatemala, Nicaragua, Panama, Costa Rica, Dominican Republic in Central America; Colombia, Peru, Argentina, Ecuador, Bolivia, Chile, Uruguay in South America; and also Spain and the Philippines.

There has been a rise in Hispanic identification since 1981.

The 1984 research reveals an increase over 1981 in the sense of unity and specialness among Hispanic Americans. This heightened ethnic orientation may be, in part, a response to the more constricted, difficult economic climate—a form of clinging together in times of adversity. It is in line with the increase in "local parochialism" among the population at large, noted since the 1980 recession.[1] Apparently, in times of stress, allegiance to and identification with *smaller* geographic units (neighborhoods, cities—not the country as a whole) appears to surface and grow. The rise in Hispanic identification may also reflect the present focus of United States foreign policy (Central America/Cuba)—which could be stimulating feelings of separateness.

This growing sense of unity, of "coming together," was evident in many areas.

Hispanics See Reduced Differences Between Nationalities.

There was a distinct blurring of differences in the way Hispanics of varying nationalities feel about each other... how Mexicans feel about South Americans... Cubans about Puerto Ricans, etc. In the scant three years between surveys, the reduction in these differences was so great that it was felt each deserved further examination:

"The Way We Speak Spanish"
Although Spanish USA is comprised of a score of Hispanic countries, localized patterns of speech, slang, etc., are felt to be a lessening barrier between Hispanics of these different national origins. In the 1981 study, 42% of Hispanics cited "The way we speak Spanish" as a meaningful difference; in 1984, only 34% did.

"The Music we Prefer"
Music and songs can be distinctive among nations, and in the 1981 study, 35% of respondents mentioned this as a difference; in 1984, only 29% did.

"The Foods and Drinks we like"
In 1981, 30% mentioned food and drink as differences; in 1984, only 21% did.

"Holidays, Festivals and Celebrations"
Here, too, there was a feeling that such observances were an evaporating difference between nationalities. In 1981, 26% described them as a difference; in 1984, only 18% did.

Job Opportunities
Prospects for employment, as a difference, showed the second greatest decline between the two studies. In 1981, 24% called it a difference; in 1984, only 16% did.

Religion, Beliefs
In the field of religion, 19% termed it a difference in 1981; in 1984, 15% did.

Art, Literature
The greatest rate of reduction in what Hispanics termed differences among nationalities was in Art and Literature. In 1981, 24% mentioned it; in 1984, only 14% did.

In summary, in 1981, 61% of Hispanics felt that there was a great deal of difference, or some important differences, between Hispanic nationalities. In 1984, this figure had shrunk to 50%.

Summarizing the Degree of Differences Hispanics see among Hispanic Nationalities		1981		1984	
	Great Deal of difference	27%		24%	
	Some Important differences	34	61%	26	50%

Self-description

In 1984, compared with 1981, more Hispanics think of themselves as Hispanics first, and Americans second.

	1981	1984
"Hispanic first, American second	46%	50%
"Equally Hispanic and American	42	36
"American first, Hispanic second..."	12	14

Preserving Hispanic Culture

There was a significant increase in the desire to perpetuate Hispanic traditions through succeeding generations.

"We should pass on to our children a sense of belonging to our religious and national tradition."		1981	1984
	Agree/Strongly Agree	89%	94%
	Strongly Agree	37	46

This growing emphasis on traditions was also evident in Hispanics' desire to see their culture appreciated by others.

"Hispanics are demanding respect for and recognition of their culture more than they used to."		1981	1984
	Agree/Strongly Agree	87%	86%
	Strongly Agree	30	36

[1] YSW's Monitor

The Spanish language is increasingly seen as the most important mechanism for preserving Hispanic culture/identity. More than 8 of 10 Hispanics identify Spanish as the key to maintaining and fostering their cultural identity. At a substantially lower level, 5 out of 10, three additional culture-preserving mechanisms were cited: religion, music, and the traditional Hispanic respect for elders.

Aspects of Culture or Traditions Most Important to Preserve	Total Hispanics 1981 %	1984 %
The Spanish language	87	84
Religion/church	51	53
Care or respect for elders (net)	**58**	**52**
Respect for elders or parents	53	47
Care for elders or older people (stay with family)	43	38
Music	54	49
Commitment to family	50	43
Holidays and celebrations	41	37
Food and beverages	46	36
Love for life or know how to enjoy life	42	28
Art and literature	48	28

From 1981 to 1984, there is no sign of increased commitment to mastery of English, at the possible expense of Spanish; the commitment to Spanish is stronger if anything. Current language skills aside for the moment, bilingualism is the predominant *goal*—about 3 out of 4 seeing mastery of both English and Spanish as the ideal. Fluency in Spanish supersedes fluency in English as a goal, 20% to 6%.

Now, looking at current language skills:

9 out of 10 are fluent in Spanish
6 out of 10 are fluent in English
4.5 out of 10 are bilingual
4 out of 10 are fluent only in Spanish
1 out of 10 is fluent only in English.

Current Language Skills	Hispanics 1981 %	1984 %
Bilingual	47	45
Fluent in Spanish; enough English to get by	20	23
Know only Spanish	23	20
Fluent in English; enough Spanish to get by	9	9
Know only English	1	3
Fluent in Spanish	90	88
Fluent in English	57	57
Speak only Spanish at home	45	44
Language Goals Bilingualism	79	74
Fluency in Spanish	14	20
Fluency in English	7	6

Media Trends

Hispanics are spending more time with television and radio, less time with print.

Time spent with Various Media (Spanish and English*)	Weekly Hours 1981	1984
TV	19½	22
Radio	15	17
Print	6½	6

Spanish Language Media

There was an increase in the expressed need for Hispanic media.

"Believe Spanish language media are very/extremely important..."	1981	1984
	63%	66%

There was an increase in the percentage of Hispanics watching Spanish television, and a decline for Spanish radio and print.

Percent "Using" Spanish Media in one week*	1981	1984
TV	68%	73%
Radio	75	70
Print	53	46

*Adults 18+

Conclusions

Throughout the study, a recurring and overriding factor was the strength and the endurance of the Spanish language.

This, more than any other characteristic, is the unifying force linking Hispanics of all nationalities. More of them think of themselves as "Hispanics first, Americans second." They place greater importance on perpetuating the Hispanic culture and language throughout succeeding generations, and are expressing a greater need for Hispanic media.

There is an awakening realization of the benefits of pulling together, of the effectiveness of economic and political clout in reaching common objectives.

This trend toward unity is particularly evident in the way Hispanics of various national origins feel about each other. They now see far fewer differences among each other... in the way they speak Spanish, in employment opportunities, in art and literature.

This homogenization within Spanish USA is reminiscent of the development of America itself—a populace that despite a diversity of nationalities and interests eventually became a national market.

The results of the study indicate that a similar, cohesive trend is taking place among Hispanics, leading to our conclusion, stated at the outset of this report, that the marketer could consider all Hispanics in aggregate as a consumer segment.

YSW APPENDIX

Occupation 1984

	Total Hispanics	Total U.S.
	%	%
Occupational Category		
Professional/technical	7	17
Managers/proprietors	8	11
Clerical	19	19
Sales	6	7
Craftsmen/foremen	19	12
Service workers	19	14
Operatives	13	14
Laborers	9	4
Farm	**	2
Incidence of wife working (in married households)	38	62

**Less than 1%

Self-image as Important Market

	Total Hispanics	
	1981	1984
	%	%
Perceived Attitude of Business Towards Hispanics as Consumers		
Most companies *still don't recognize* the value of Hispanic consumers.	29	24
Some companies *now recognize* the value of Hispanic consumers.	41	46
Most companies *now recognize* the value of Hispanic consumers.	20	24
All companies *recognize* the value of Hispanic consumers.	10	6
Agree/Strongly Agree		
You can tell which companies really appreciate and understand the Hispanic consumers.	54	65

Reasons for Self-image as Important Market

	Total Hispanics	
	1981	1984
	%	%
Perceptions of Factors Which Make Hispanics a Good Market		
Large/increasing size of the Hispanic population	52	64
Quality-oriented consumers (net)	**53**	**49**
Quality conscious	38	34
Buy name/advertised brands	28	21
Willing to spend/not price conscious	17	18
Buy/use a lot of products	38	37
Earn more money/increasingly affluent	25	21

Consumer Orientation

	1981		1984	
	Total Hispanics	Total U.S.	Total Hispanics	Total U.S.
	%	%	%	%
Agree/Strongly Agree				
I'm paying more attention to how long a product lasts in relation to its price.	80	65	78	65
The biggest, most popular brands are the best.	39	22	38	23
Frequently food products and beverages sold under a store's name are better than the well-known nationally advertised brands.	39	64	40	61
Once I find a brand I like, I stick with it.	82	57	82	63
Lately, I find that if I am dissatisfied with a product I am more likely now than in the past to do something about it.[1]			68	77

[1]Not asked in 1981.

New Product Openness

	1981		1984	
	Total Hispanics	Total U.S.	Total Hispanics	Total U.S.
	%	%	%	%
Look for:				
New TV programs to watch	62	56	62	55
New foods to eat at home	64	47	59	47
New supermarkets to shop in	58	15	44	17
New department stores to shop in	54	27	38	25
New magazines to read	40	30	33	27
New places to go for vacation	36	39	27	39
New household cleaning products to use	36	14	21	12
New laundry products to use	30	10	17	10
New types of liquor to drink	16	7	10	8
New kinds of cocktails to drink	10	6	8	4
New kinds of beer to drink	10	9	7	8
New kinds of cigarettes to smoke	4	5	4	4

Stocking/ Economizing Behavior

	1981		1984	
	Total Hispanics	Total U.S.	Total Hispanics	Total U.S.
	%	%	%	%
Percent Holding Down Costs by:				
Compare food prices more carefully	78	69	72	61
Stock up when I find a good bargain	55	63	49	55
Buy economy size packages	51	35	42	27
Fewer snack foods	41	47	36	39
Buy store brands	35	48	33	49
Cooking from scratch	35	31	25	28
Serve less at family meals	7	9	4	6

General Outlook

	1981		1984	
	Total Hispanics	Total U.S.	Total Hispanics	Total U.S.
	%	%	%	%
Agree/Strongly Agree				
Optimism About Economic Outlook				
It's becoming harder to be optimistic that our standard of living in the future is going to be better than it is now.	61	77	57	75
Living for Today				
I try to have as much fun as I can now and let the future take care of itself.	36	47	33	43
Feelings of Despair				
I often feel there is nothing in the world worth striving for.	24	16	20	16
Fulfillment From Work				
I don't expect to get much pleasure from my work. Work is just what you do to earn a living.	41	24	42	25
I Think Life in the 1980's:[1]				
Will require changes, but most of us will be able to take this in stride *without too much difficulty*			52	66
Will require changes that *will be very difficult* to adjust to.			31	20
Will not be very much different from the 1970's.			17	14

[1] Not asked in 1981.

Social Values

	1981		1984	
	Total Hispanics	Total U.S.	Total Hispanics	Total U.S.
	%	%	%	%
Agree/Strongly Agree				
Materialism/Possessions				
I prefer to spend money on tangible things rather than on things that give me temporary enjoyment like a vacation, eating out, and so on.	61	48	48	54
Experience/Excitement				
I need to satisfy my hunger for new experiences.	62	62	58	60
Personal Enhancement				
I need to keep up with the new styles.	49	46	[illegible]	43
Physical Fitness/Well-Being				
We are all getting soft; it is more important today than ever to take special measures to maintain our health.	86	90	75	89
I think all this interest in health and fitness is just a fad that will disappear as soon as something else comes along.[1]			38	31

[1] Not asked in 1981.

National Origin/ Place of Birth

1984

	Total %
	100
Country of Origin	
Mexico	60
Puerto Rico	14
Cuba	5
Other Spanish Speaking Countries	21
Place of Birth	
Born in United States	34
Came to United States:	66
20 years ago or more	20
10-19 years ago	22
Less than 10 years ago	24

Beliefs About Sex Roles

	1981		1984	
	Total Hispanics	Total U.S.	Total Hispanics	Total U.S.
	%	%	%	%
Definition of Masculinity				
A good provider to his wife and family	55	36	54	34
Someone you can depend on in times of need	15	23	24	20
Just a person who happens to be born a male rather than a female	9	18	9	21
A leader, not a follower	5	10	4	12
Sexually attractive to women	3	9	2	9
Makes the important decisions for the family	10	4	7	4
Male Financial Control[1]				
Agree/Strongly Agree That:				
When it comes to buying expensive things like a TV or car, the man of the house makes the decisions	55		46	
Female Careerism				
Suppose a married woman with children wants to work and is able to handle her home and family while pursuing a career. How do you feel about it? Such a woman should definitely be given the opportunity to have a career.	48	48	50	54
Even if she wants to and can work, a woman with children and home responsibilities should only consider part-time work while her children are in school.	29	35	29	30
Unless the extra money is needed, a woman with children should not have an outside job, even if she wants one.	23	17	21	16

[1]Not available for total United States.

Perceived Differences among Hispanic Groups

	1981		1984	
	%		%	
Degree of Difference Perceived				
Great deal of difference	27	61%	24	50%
Some important differences	34		26	
Minor difference only	20		34	
Little difference	19		16	
Differences Perceived				
Spanish language: how used, spoken	42		34	
Preferences in music, song	35		29	
Preferences in foods and beverages	30		21	
Attitudes toward family	22		21	
Holidays and celebrations	26		18	
Job opportunities	24		16	
Religion, beliefs	19		15	
Art, literature	24		14	
Agree/Strongly Agree				
Because of language, there is a strong common bond	70		71	

National Allegiance/ Orientation

	1981	1984
Overall Orientation	%	%
Hispanic first, American second	46	50
Equally Hispanic and American	42	36
American first, Hispanic second	12	14
Agree/Strongly Agree		
I try to visit my home country every few years	60	61
If the economic and political situation permits, I'd like to return to my home country some day to live permanently	37	46

Support for Separate Cultural Identity

		1981	1984
		%	%
We Should Pass on to Our Children a Sense of Belonging to Our Religious and National Tradition			
Strongly agree		37	46
Agree		52	48
	Total Agree	89	94
Hispanics Are Demanding Respect for and Recognition of Their Culture More than They Used to			
Strongly agree		30	36
Agree		57	50
	Total Agree	87	86
Anglo-Americans Respect the Spanish People and Their Traditions More and More Each Day			
Strongly Agree		17	16
Agree		45	48
	Total Agree	62	64

Language Difficulties

	1981	1984
	%	%
Keeping Up With Spanish Is:		
Not at all difficult	80	73
Slightly/somewhat difficult	16	21
Very difficult	4	6
Keeping Up With English Is:		
Not at all difficult	54	53
Slightly/somewhat difficult	25	28
Very difficult	21	19

YSW METHODOLOGY

1. The Survey Sample

1984 Sampling Considerations

Three considerations guided the design of the 1984 sample: (1) The requirement (as in 1981) that the total Hispanic American population be accurately represented, and described with precision; (2) The need to make meaningful comparisons between the 1984 and 1981 data; (3) The need to present stable data for each of the major subgroups comprising the Hispanic American population.

Sample Design

In brief, the 1984 sample is a replication of the 1981 design: a probability sample of the total Hispanic American population, with disproportionate selection procedures so that the smallest subgroup would be represented by about 150 randomly selected cases, the disproportionality to be statistically balanced, once the sample yield was known. In 1984, there are four (4) analytic subgroups: Mexicans; Puerto Ricans; Cubans; and, Other Hispanics (from a number of countries in Central and South America, as well as Spain and the Philippines).

The specific features of the 1984 sample are:

a. *Universe*

The universe represented is all Hispanic Americans. The sampling universe is the top 30 Spanish markets, in which 89% of all Hispanic Americans live.

b. *Sample Points*

Using 1980 Census data, the population of each subgroup was identified within the top 30 Spanish markets. The markets were then stratified according to the distribution of each subgroup throughout the United States. This stratification again revealed the high concentration of Puerto Ricans in New York City and of Mexicans in Los Angeles. Therefore, it was again, as in 1981, decided to undersample each of these cities by 50%, in order to increase the dispersion of the sample.

In all, 19 sampling points were selected from the 30 markets in the defined universe. These were the same points as in the 1981 research (see Chart A).

CHART A

SAMPLING POINTS (For both 1984 and 1981 samples)

New York, New York
Philadelphia, Pennsylvania
Chicago, Illinois
Miami, Florida
Tampa/St. Petersburg, Florida
Washington, District of Columbia
Corpus Christi, Texas
Dallas, Texas
El Paso, Texas
Houston, Texas
McAllen-Brownsville, Texas
San Antonio, Texas
Phoenix, Arizona
Denver, Colorado
Albuquerque, New Mexico
Fresno, California
Los Angeles, California
Sacramento-Stockton, California
San Francisco, California

c. *Selecting the Sample Respondents*

Sample respondents were selected via a predetermined multistep procedure, to insure randomness: first, cluster frames (interviewing areas) were selected by YSW's Sampling Department, following a systematic, but random, procedure.

Second: sample households were selected, by establishing a starting point and a coverage and screening procedure for each cluster frame. The eligibility of a household was based on self-designation in accordance with the method employed in the 1980 Census to identify "Hispanic descent or background." The additional selection criterion, namely fit within subgroup, was largely met by following normal procedures, since the cluster frames had been selected to reflect the distributions of each subgroup. Based on the 1981 experience, however, backup procedures were instituted when it was apparent that the samples required for Other Hispanics and Cubans could not be achieved by following field procedures only. As in 1981, local government agencies and ethnic organizations were contacted to help locate households in these subgroups.

Third: once contact with the appropriate sample household was established, the following procedures insured that the sample respondent (only 1 per household) would be randomly selected. The names of all household members, 16 years of age and older were listed—males first according to alphabetical order of first name, and then females, also alphabetically. The sample respondent was based on alternating selection of the first name on the list and then the last name on the list, as each sample household was identified. Up to two callbacks were made to reach the sample respondent.

d. *Sample Yield*

A total of 775 interviews were completed, distributed among the subgroups, as follows:

Mexicans	306
Puerto Ricans	146
Cubans	150
Other Hispanics	173
Total	775

e. *Sample Balancing*

In accordance with the sample design, the sample yield was returned to true proportions: e.g., the New York and Los Angeles samples were restored to their proportions, and the subgroups to their proportions.

f. *Sample Description*

Chart B shows the distribution of the sample on key dimensions, compared with the most recently available Census data.

CHART B
DESCRIPTION OF THE 1984 SAMPLE Compared With 1980 Census

	Total Hispanics	
	1984 Sample	United States Census
	%	%
Hispanic Subgroups		
Mexicans	60	60
Puerto Ricans	14	14
Cubans	5	5
Other Hispanics	21	21
Annual Household Income		
Under $10,000	32	32
$10,000-14,999	17	17
$15,000-19,999	14	15
$20,000-24,999	12	14
$25,000 or over	25	22
Education		
Less than 12 years	60	60
High school graduate	25	25
1 or more years of college	15	15
Sex		
Male	49	49
Female	51	51
Age		
16-20 years	14	17
21-24 years	15	13
25-29 years	13	14
30-39 years	23	21
40-49 years	12	14
50 years and older	23	21
Marital Status		
Married	56	54
Single	33	32
Divorced, widowed, separated	11	14
Size of Household		
One member	10	13
Two members	17	21
Three members	19	20
Four members	22	20
Five or more members	32	26
Average	3.7 members	3.5 members

2. The Questionnaire

The questionnaire used in the 1984 study was almost entirely identical with the 1981 questionnaire. To reflect the 1984 social and economic climate, a few items were added (e.g., to measure attitudes about future economic potential).

As in 1981, a Spanish translation of the questionnaire was carefully prepared and pretested to insure its appropriateness for all analytic subgroups.

The questionnaire took between 50 minutes and an hour to administer.

3. Field Procedures

Interviewers, parallel in their Hispanic roots with their assigned cluster frames, and fluent in both English and Spanish, conducted the fieldwork. As in 1981, respondents were given the choice between English and Spanish as the language to be used in the interview. Of the 775 interviews conducted, 41% (318) interviews were conducted in English and 59% (457) were conducted in Spanish.

Interviewing hours were preset—with extensive coverage during the evening hours.

4. Analytic Approach

Once the questionnaires were validated, coded, and prepared for computer tabulation, the following analytic framework was brought to bear:

A. Essentially six sets of substantive data were prepared:

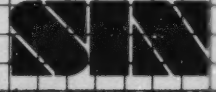
1. Migration history
2. Demography
3. Consumer behavior
4. Social values
5. Cultural commitment
6. Media patterns

B. The *total* Hispanic American population, 1984, was examined from two viewpoints:

1. Vis a vis the total United States population, 1984: parallel data for total United States was assembled primarily from the 1980 United States Census and from YSW's current data base.
2. In comparison with 1981 in order to identify noteworthy trends:
   a. Where appropriate, parallel data on trends among the United States population, 1981 to 1984, were analyzed to establish whether or not trends among Hispanics between 1981 and 1984 are unique, or in line with the total society.
   b. Also, a synthesis of YSW's environmental scanning services (particularly annual studies of the social climate, Monitor, and of work values, Signal) was prepared to describe the general national climate in 1984, and thereby to provide a frame of reference.
   c. YSW's files on social, economic and political change—from 1981 to 1984—were synthesized, also to add depth to the trends identified in the Hispanic population.

5. Timing of the Study

Planning for the 1984 study was begun in the Fall of 1983 and the analysis and report preparation was completed in April, 1984.



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